

Listing of Claims:

Claims 1-30 (Canceled).

31. (Currently Amended) A marketing research method comprising:

distributing a plurality of copies of a plurality of different types of printed matter each marked with ~~an~~
5 a two-dimensional optically readable coded image encoding ID information and a URL specifying an information resource on the Internet, wherein each of the plurality of different types of the printed matter includes a same advertisement, wherein the two-dimensional optically readable coded image is printed so as to
10 correspond to each advertisement of each of the plurality of different types of the printed matter, and wherein the ID information includes at least one of a title and type of the printed matter and information identifying the advertisement contained in the printed matter;

15 obtaining ID information identifying respective copies of the printed matter and access information for each access to the information resource responsive to an operation of: (i) optically reading with a reading device the two-dimensional optically readable coded image provided on the printed matter,
20 (ii) restoring the URL and the ID information from the read coded image, and (iii) accessing the information resource corresponding

to the restored URL via an access device which is connected to
the reading device;

storing the restored ID information and the access
25 information; and

producing a marketing research report utilizing the stored
ID information and the stored access information, wherein said
marketing research report compares interest taken by users of the
plurality of different types of the printed matter in the same
30 advertisement.

32. (Previously Presented) The marketing research method
according to claim 31, wherein the URL includes the ID
information.

33. (Currently Amended) The marketing research method
according to claim 31, wherein the two-dimensional optically
readable coded image further ~~contains~~ comprises a browser
starting program for starting a browser ~~for~~ in the access device.

34. (Previously Presented) The marketing research method
according to claim 31, wherein the plurality of different types
of the printed matter includes a newspaper, a magazine, a book, a
journal, a pamphlet, a catalog, a leaflet, a business card and a
5 ticket.

35. (Canceled).

36. (Currently Amended) The marketing research method according to claim 31, wherein the information resource is an information resource belonging to ~~the~~ an issuer of the printed matter.

37. (Previously Presented) The marketing research method according to claim 31, wherein the information resource is an information resource belonging to a sponsor of the advertisement.

38. (Previously Presented) The marketing research method according to claim 31, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and
5 data on each person who accessed the information resource.

39. (Currently Amended) The marketing research method according to claim 31, wherein the two-dimensional optically readable coded image includes information on at least one of a sound, an image and a text in addition to the URL.

40. (Currently Amended) An information resource for use in marketing research relating to a distribution of a plurality of copies of a plurality of different types of printed matter each having ~~an~~ a two-dimensional optically readable coded image
5 encoding ID information and a URL specifying the information resource on the Internet, wherein each of the plurality of different types of the printed matter includes a same advertisement, wherein the two-dimensional optically readable coded image is printed so as to correspond to each advertisement
10 of each of the plurality of different types of the printed matter, and wherein the ID information includes at least one of a title and type of the printed matter and information identifying the advertisement contained in the printed matter, said information resource comprising:

15 means for transmitting, to an access device, information to be displayed on the access device, in response to an access by the access device; and

means for obtaining ID information identifying respective copies of the printed matter and access information for each
20 access to the information resource responsive to an operation of: (i) optically reading with a reading device the two-dimensional optically readable coded image provided on the printed matter, (ii) restoring the URL and the ID information from the read coded image, and (iii) accessing the information

25 resource corresponding to the restored URL via the access device,
which is connected to the reading device;

means for storing the restored ID information and the access
information; and

30 means for producing a marketing research report utilizing
the stored ID information and the access information, wherein
said marketing research report compares interest taken by users
of the plurality different types of the printed matter in the
same advertisement.

41. (Currently Amended) The information resource according
to claim 40, wherein the information resource is an information
resource belonging to ~~the~~ an issuer of the printed matter.

42. (Previously Presented) The information resource
according to claim 40, wherein the information resource is an
information resource belonging to a sponsor of the advertisement.

43. (Previously Presented) The information resource
according to claim 40, wherein the access information on the
accesses to the information resource includes at least one of a
number of accesses, date and time of each of the accesses and
5 data on each person who accessed the information resource.